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## Spectator 1972-01-06

Editors of The Spectator

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# University hires public relations consultant for year

William J. Fritz, hired as of Jan. 1 for a one-year term as director of university relations, would like to serve as a catalyst in that post.

Fritz, who brings 12 years of public relations and governmental relations experience to the job, recently formed his own public relations consulting firm, Public Affairs Associates, S.U. is one of two clients at present.

**DIRECTLY** responsible to the Very Rev. Louis B. Gaffney, S.J., President of S.U., he will be developing a comprehensive, long range public and community relations program for the University which will include detailed methods of implementing such a program.

The second thrust of his job will be coordination and assistance to Fred Cordova, director of public information, Jean Merlino, director of publications, and Mick McHugh, newly chosen alumni director.

"The best p.r. man can't sell a product — or a university — unless that entity knows where it wants to go," Fritz said yesterday. "Then you can have a theme."

"I hope I can act as a catalyst to pull university relations to-

gether," he added, "our internal communication must be improved in all possible ways."

A **40-YEAR-OLD** native of Colorado Springs, Fritz has attended S.U.'s MBA program and came to the job through contacts with several University trustees.

In announcing Fritz' hiring, Fr. Gaffney said "We are grateful to close friends of S.U. who in recognition of this need made the services of Mr. Fritz available as our public relations consultant."

Prior to forming his own presently one-man firm, he was governmental relations manager for the Boeing Company in Seattle and was for two years public affairs and community relations manager for the company's Vertol Division in Philadelphia.

Fritz has had lobbying experience both in Olympia and Washington, D.C., where he was, at one time, manager of congressional relations for ITT. Commitments to a second client will take him to Olympia for a while during this year's special session.

**FRITZ**, who has helped plan Boeing's recent diversification

efforts, noted "morale has been poor at the company. People want to know what's happening next — is the company closing down? When people saw that the company does have a plan—that it plans to divert most of its sales to non-traditional efforts—morale began turning around."

"Such a long term plan can be both a business tool and a psychological tool for morale" he explained.

Fritz and Fr. Gaffney hope for University-wide participation in the formation of a long-range statement of S.U. goals. Administration, faculty and possibly student opinion will be sought on a committee to be formed in the next few weeks, according to Fritz.

"I'VE HEARD people say they have offered ideas and nothing has happened," Fritz continued. "I hope to provide a channel for those ideas in this year. No idea is ridiculous."

"The planning process will not only be a business tool," he said, "but a means of tapping the best thinking of the University."

In socio-economic and political long range research for Boeing, Fritz added, he has covered a



William Fritz

number of trends which affect education too. He hopes to bring that insight to the planning and development of long range goals. "WE ARE able to forecast

trends — perhaps not affect or effect them—but at least no one should be caught by surprise. Institutions must become more visionary."



## SEATTLE Spectator UNIVERSITY

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## English teacher co-authors book on the fight for women's rights

by Margaret Enos

Ms. Hamida Bosmajian, assistant professor of English, has always been interested in the fight for women's rights. She has become more outspoken, however, since the advent of women's liberation. She explains, "My ideas have become more precise and it has become easier for me to express my ideas."

This month, Ms. Bosmajian's ideas are available in written form. She and her husband, Haig Bosmajian, associate professor of Speech at the University of Washington, have co-authored a book entitled **This Great Argument: The Rights of Women**. It took them one and a half years to compile the information. The book spent another year at the

publishers before going on sale this month.

**THE BOOK** is designed for college courses, especially those concerned with contemporary problems. Unlike most books dealing with women's rights, it consists of essays and other 'genre' such as court decisions, speeches, drama, poetry, journal articles, and commission recommendations which demonstrate the many arguments presented over the centuries for and against the rights and "liberation" of women.

Ms. Bosmajian was quick to point out that although she has strong feelings concerning various issues that members of organized women's liberation groups are striving for, she her-

self is not a member. When asked why not she explained, "First of all, I happen to like men and I dislike the hate that surrounds them (men) in most liberation groups. Secondly, I have nothing against marriage, while many members are strongly against it."

Ms. Bosmajian's feelings are strongest regarding the legal aspects of women's rights. For example, job opportunities and equal pay. Another 'pet peeve' is the exploitation of women's bodies in certain magazines.

In concluding, Ms. Bosmajian stated, "It is not only important that women are given equal rights, but that women help to attain them by counter-acting prejudice and bias against them."

## Universities offer class on historical dissenters

"Dissent and Affirmation," a course study of dissenters throughout the ages will be repeated Winter quarter.

The class, which begins tonight, will deal with the infinite varieties, fundamental sameness, costs and risks of dissent that often fail in the immediate and prevail in the long run.

**LECTURERS** from S.U., University of Washington, Bellevue Community College and Ft. Wright College in Spokane will discuss the philosophy of dissent from Socrates to the Berrigan brothers, from St. Joan of Arc to Germaine Greer, from St. Francis of Assisi to Ivan Illich

and Erich Fromm.

From experience with Fall quarters' course, ASSU president Matt Boyle commented, "Good use is made of the community at large; people like Alva Ling and the various spokesmen for women's liberation, in addition to the academicians involved in the course."

The interdisciplinary, inter-institutional course is being offered for three credits from 7:30 to 9 p.m. at St. Nicholas School, 1505 10th E.

**STUDENTS** wishing to enroll may contact R. J. Carbray, course coordinator, at 322-2589.

### One of eight

## S.U. performs in Theater Festival

S.U. will be one of eight universities and colleges participating in the American College Regional Theater Festival to be hosted by Portland State University next week.

Participants will compete for the chance to go to Washington, D.C., in May to perform at the national American College Theater Festival in the new John F. Kennedy Center for Performing Arts.

**S.U. WILL PERFORM** "He Who Gets Slapped," a Russian tragedy by Leonid Andreyev, at 8:15 p.m. Jan. 13, in the P.S.U. theater.

Other schools participating are the University of Puget Sound, Washington State University, Eastern Washington State College, Olympic College, Western Washington State College, the University of Portland, and P.S.U.

## New computer "major breakthrough" for alumni association



Mick McHugh

— photo by frank beeman

Mick McHugh, S.U.'s new Alumni Director, practically bubbles with enthusiasm — for the University's soon-to-be-delivered new computer.

A 1966 commerce and finance graduate, McHugh hastens to explain that he loves the computer only for what it can do for the alumni association.

**ONLY WITH THE** new computer handling names and addresses, says McHugh, can the association communicate effectively with the more than 12,000 alumni on file. He calls it "a major breakthrough."

Working from this electronic foundation, McHugh hopes to move the alumni association toward improved service for the alumnus and the University. The alumnus can help the University, he says, "we want to instill him with a sense of responsibility."

McHugh was acting alumni director from April, 1970 to

June, 1971 while his predecessor, David Irwin, worked with the Washington Friends of Higher Education.

**THE INCREASED** capacity of the new computer will allow classification of alumni according to academic major, as well as year of graduation. It will also identify grads who received extensive financial aid, those who McHugh feels have a special obligation to S.U.

Fund raising can be accelerated, McHugh said yesterday.

"Until last year we raised a measly \$15 to \$20,000 a year," he continued, "last year with the big push we raised over 100,000."

**THE \$100,000** came in 1,000 individual gifts. The bulk of the 12,000 alumni on file were yet to be contacted, he indicated.

People have been discounting the Alumni Association, said McHugh, because it is "young." He disagrees, the association is over 20 years old.

"We're ready to make our contribution and mark."

## James Dias wins run-off for freshman class presidency

James Dias won the freshman class presidency in an early December run-off against Claudia Rea.

Dias received 96 votes to Claudia's 58.

An earlier freshman class run-off was invalidated when a proctor failed to show up.



# Junk mail no problem, say IK's

by Bob Kegel

"The problem has been sorrowfully over-exaggerated," says Pete Chiarelli, Intercollegiate Knights president, referring to an article on the IK Locator published in the Dec. 2, 1971 issue of the Spectator.

The article disclosed that a registrar's policy memorandum gives students the right to delete their addresses and phone numbers from student directories.

Although the Academic Council approved this and other guidelines two years ago, their existence has never been officially revealed to the student body.

**THE PROBLEM** Chiarelli referred to is junk mail. Firms specializing in direct mail campaigns use student directories for address books. So do charitable organizations soliciting contributions.

Junk mail will come, said Chiarelli, no matter where your name is listed. If they don't get your name from the student directory, he continued, direct-mailers will get it from the telephone directory.

There is a demand for student directories. Chiarelli said the IK's have turned down offers of up to \$50 for a copy of the Locator. The University Relations office also receives—and refuses—requests for students' names and addresses.

**THE IK's** have no objection to students asking that their addresses and phone numbers be omitted from the Locator, said Chiarelli, but he denied that the IK's have the responsibility to provide means for students to exercise this option. The obligation rests with the registrar, the originator of the list, he said.

Ms. Mary Alice Lee, registrar, said her office would set up the necessary procedures if there was sufficient student demand. The student senate instigated a review of student directory policy last year at Ms. Lee's suggestion. However, the committee assigned to conduct the review never reported, according to ASSU First Vice President Lindsey Draper, who was a senator at the time.

Chiarelli vigorously defended

the Locator as a service to the student body.

**"WE'RE PROUD** of the project and the service it does for the school," he said.

The IK's make a "very small" or no profit from the directory sales, he continued. Although sales of the \$1 books number only 350 to 400, Chiarelli claims 75 percent of the approximately 3,100 students at S.U. use the directory in one form or another.

Chiarelli charged that Ms. Lee wants to take the Locator away from the IK's and publish it herself.

**"WE WILL FIGHT** any attempt to take publication of the Locator away from IK's," he stated.

Ms. Lee denies she wants to take over the directory. She told the Spectator that since her office and the computer center do all the work she questions the right of a club to make a profit from the fruits of this labor.

Jerry Reed, director of the computer center, told the Spectator that the IK's request changes in the format of the print-out used for the Locator nearly every year. Each change requires five to six hours of time by a programmer earning four to five dollars an hour. The IK's are not billed for the changes, Reed said.

**REED NOTED** that the new computer will allow addresses and phone numbers to be deleted from selected lists. The present computer is all or nothing, he said. To remove data from one list, it must be completely erased from the computer's memory and will therefore not appear on any list.

## Sounding Board

# Black Alumni critical of administrative position

Speaking on behalf of the 100 plus Black Alumni of S.U., I feel that the time has come for those of us who were undergraduates prior to the "age of enlightenment" to come to the forefront and join the voices of the present student population who are speaking out against the hypocrisy and overt racism which exist at S.U.

I find it extremely hard to be-

lieve that while other universities (including some Jesuit) throughout the nation are expanding ethnic studies programs and increasing the number of minorities in faculty and administrative positions, S.U. has chosen not to follow this progressive trend, in fact, S.U. is presently in a state of regression.

I, and my fellow alumni, followed with a great degree of in-

terest and gratification the progress which S.U. began to make in the area of minority affairs with the establishment of the Minority Student Affairs Program in 1969, and the appointment of Charles Mitchell as its director. This was viewed as a definite step in the right direction. However, it became immediately apparent that the establishment of this program was merely a means of appeasement for minority students and a gesture of "good intentions" for the community. The program was systematically denied any credibility as an advisory body. Its only function was that of minority student control.

One of the primary reasons for the formation of the Black Alumni Association was the attempted destruction of minority programs by Fr. Baker S.J., in 1970. During that period Fr. Baker was quoted as saying, "Seattle University had no Black problems until the present Black trouble-makers enrolled at S.U. Black students in the past had no complaints."

It was this strategy of using the silence and non-involvement of Black alumni as endorsement of Administration policies in regard to matters concerning minorities which prompted the Black alumni to organize in support of those individuals and groups who were striving to get Seattle University pointed in the right direction.

From this vantage point it appears that Fr. Baker was merely a scapegoat and was, in fact, implementing a program which was mutually endorsed by each member of the University "power structure" (all of whom remain in positions of control). Fr. Baker is gone, but what has changed? What progress has been made in the area of ethnic studies? How many minority faculty members have been added? How much progress has there been since last spring? How much progress has

which shares facilities with us at the old Tertian House on East Jefferson. The HRPI staff must share the credit for any success we have enjoyed as they also share our very real interest in cooperating with future urban studies curriculum developments within the University.

Brian Cullerton

## wonderful service

To the Editor:

I would like to extend my sincere gratitude to the book exchange service located in the S.U. bookstore. Today I was confronted with an offer of \$6 for my \$27.55 worth of books. The five books that I had wished to sell were absolutely void of any ink or lead. In these days of rising tuition (that's high in the first place), and other student costs, it is wonderful that we have services such as this one to help the student make ends meet.

Mike Kelly

## Winter

# Mass Schedule

Changes have been made to the Mass and confession schedule this quarter.

The revised Mass schedule runs as follows: Liberal Arts chapel—6:30 a.m. Monday through Friday; Bellarmine chapel—6 a.m., 11:10 a.m., 4:30 p.m. Monday through Friday; 12:10 p.m. Wednesdays; and 7 a.m. Monday through Friday except Wednesday.

**ON SATURDAYS** and holidays, there will be an 11:30 a.m. Mass in Bellarmine Chapel.

Sunday Masses will be at mid night, 11 a.m., and 4:30 p.m. in the Liturgical Center and 7:30 a.m. and 7:30 p.m. in Bellarmine.

Confessions are available at any time by appointment, ext 6448; 10 a.m. Mondays and 11 a.m. Tuesdays and Fridays in the L.A. chapel; 4:10 p.m. Mondays, Thursdays, Fridays and 7 p.m. Mondays and Tuesdays in Bellarmine.

**CONFESSIONS** will also be heard 15 minutes prior to Sunday Masses.



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## The Spectator

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# Chieftains capture first place in early conference standings



—photo by bob kegel  
 "OHHHH, I'M GONNA GET YOU!" Lenzy Stuart starts toward a loose ball during S.U.'s 93-60 win over University of Portland Monday night.

by Sue Hill  
 We're number one in the West Coast Athletic Conference—as of today, anyhow.  
 After eight games played during the Christmas holidays, the Chiefs came out ahead with a 5-3 record, including S.U.'s first WCAC game against St. Mary's.

**THE CHIEFS** thundered by St. Mary's 111-88 on Dec. 14 to take top honors in the early conference race. The team left for Pepperdine yesterday to confront their second conference game.

Hand-in-hand with the explosive offensive win displayed by the Chiefs at St. Mary's, the WCAC named Mike Collins the "player of the week." The S.U. forward collected high point honors with 27 and muscled down seven rebounds.

Rod (the Rifle) Derline started his first varsity game against the Gaels and has since kept the role. Each game since, Derline has shown the consistency he flashed around as a frosh.

A VICTORY that astonished local basketball fans was the S.U.-S.P.C. game which witnessed a sudden Chieftain offensive splurge that Les Habegger's Falcons could barely mimic.

Bucky Buckwalter, S.U. head coach, attributed the win to the aggressive defense that he has drilled into the players since the opening day of practice.

Gary Ladd, the S.U. flare, has proven to himself and to other basketball hopefuls that a

"team" wins. Ladd has taken over the leadership role and, along with it, is leading the Chiefs down the road to a victorious season.

"AS GARY LADD goes, so go the Chieftains," Buckwalter commented. Ladd collected multiple assists against SPC and, going into tonight's game, he has 36 (very conservative count) assists.

All was not well some four nights later. Cross-town U. of W. shellacked S.U. 96-74 on the Chiefs' home court. It was the first time during the S.U.-U.W. matches that a team has been beaten on their home court.

**MONTANA STATE** and the first game of the Evansville Tourney against Evansville totals the S.U. losses.

An 18 point deficit in the second half with Evansville marred chances for a Chieftain victory. The team tried in vain for a late comeback but fell short 88-79 because of sloppy last minute turnovers. Montana St. whipped S.U. 86-80.

The second game against University of Pacific was a thriller just as the Chiefs' two previous encounters last year were. Again, a come from behind effort was needed, but this time success was the end. The Chiefs took the game 85-83 in the last few seconds.

**THE UTAH STATE** Aggies were handed their third defeat, 90-77, by the foot and hand work of the wee-bitty 6-ft. Ladd. Ladd scored 21 points, 16 of which put

the game in the sack the first half with a 40-28 margin.

Monday night's game — well what can be said! Some people jokingly wanted their money back after S.U. literally trampled University of Portland 93-60, but, as Pat Hayes, S.U. Sports Information Director said, "Look at the explosive offense. I should charge ya double!" The game not only demonstrated the starting lineup's determination when ahead, but also the bench strength Bucky has bragged about since the out-set of the year.

The difference between this year's team and last year's is already evident. S.U. now has a team instead of individuals. With that combination, even losing can feel like a win.

The Chiefs play Pepperdine tonight at Los Angeles. Pat Hayes will start his play-by-play action at 6:30 p.m. over KFKF-AM, 1540 kc.

## Self defense program offered to S.U. coeds

"Hai!" This yell will be a frequent expression uttered by any female student who is interested in taking a Women's Self Defense class.

The class will be instructed by Mrs. Julius Thiry, who is with the Washington State Karate Association and is a professional instructor in women's self defense.

A TYPICAL session will involve warm up exercises, practice of basic kicks and punches and the practice of specific skills. Eventually, the women will be able to defend themselves from an aggressor.

The cost of the program is \$180, which will be paid by the

sponsors of the program, the Associated Women Students and the Women's Sports Program. There will be no charge to S.U. students.

The classes will run every Wednesday from 3-4:30 p.m. at the Connolly P.E. Center gymnastics room from Jan. 12 to March 1.

Shorts, a comfortable top and bare feet are the requested attire.

There will be an important meeting of all new and old crew team members at 3 p.m. tomorrow in the weight room at Connolly P.E. Center.

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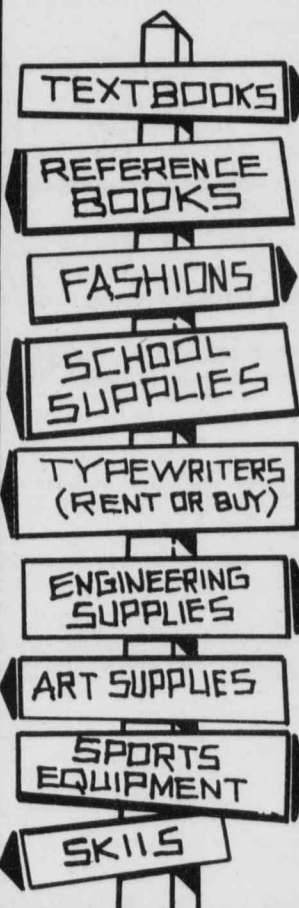
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# Scuba diving for credit

S.U. is offering scuba diving for one credit this quarter. The class will meet from 6:30-9 p.m. on Mondays.

It will be taught by Brian Brumbaugh and Peter Ward, both of the National Association of Underwater Instructors. The class will cost \$30 per student and all the necessary equipment will be furnished.

ACCORDING to Brumbaugh, the students who sign up must

pass a swimming test in order to qualify for the class.

Brumbaugh feels that S.U. is large enough and diverse enough to merit such a class. "It would be very beneficial to the biology and oceanography student and also to the ecology-minded student."

Brumbaugh also noted that Shoreline Community College lists scuba diving as a requirement for a biology degree.

INTERESTED students may still sign up at the registrar's office. Seventeen students have signed up already. If there is enough interest in the class, it will be taught every quarter.

## Tabard asks student help

Applications are being accepted at the Tabard Inn for waitresses to work the night shift from 8:15 p.m. to 12:15 a.m. Applicants must be in the work study program. To apply, students should contact Mike Moothart in the Tabard.

### NOTICE TO CONTRIBUTORS

The Spectator wishes to remind contributors that letters to the editor should be a maximum of 200 words, typed double spaced and have a written signature.

Sounding Boards should be submitted the same way and have a maximum of 500 words.

All contributions which exceed the word limitations will be subject to editing as space demands.

Names will be withheld on request.

# Ski meeting planned

All Ski Club members are urged to attend a special meeting Monday, Jan 10, at 7:30 p.m. in Ba 102.

Students who plan to take ski lessons through the Ski Club should turn in their applications at the meeting if they have not already done so.

GLEN YOUNG, recreational director of Alpentel, will be at the meeting to discuss equipment and the lesson programs.

The agenda also includes information on the Grouse Mountain trip to Canada scheduled for the weekend of Jan. 22 and 23, as well as the announcement of the destination of the spring break trip.

Attendance is mandatory for students in the P.E. credit program. Openings are still available. Information may be obtained at the registrar's office.

## T.I. tryouts begin for Moliere farces

Tryouts for Teatro Inigo's winter productions are scheduled for next Monday and Tuesday from 1-3 p.m.

Two short farcical plays by Moliere, "The Imaginary Invalid" and "The Doctor In Spite of Himself," are slated for production this quarter.

"THE IMAGINARY Invalid" deals with a hypochondriac who constantly complains of imaginary ills. At the same time, he worries about his medical bills. To solve the problem, he tries to get his daughter to marry a young doctor, in the hope of

getting free medical care.

"The Doctor In Spite of Himself" is a satire on the medical profession. It involves a character named Sganarelle who is beaten until he acknowledges that he is a doctor—which he is not. He goes on to perform apparently miraculous cures.

Tryouts will be in Teatro Inigo, located on the corner of Broadway and Columbia.

ANYONE WHO is unable to meet at the designated times may contact Mr. William Dore, ext. 6740, for an appointment.

## Sophomore nurses to receive caps in Sunday ceremony

Approximately 80 sophomore nursing students will receive their caps or emblems during a special candle ceremony this Sunday at 2 p.m. in the Connolly P.E. Center. The ceremony signifies the beginning of their clinical training as student nurses.

A prayer service, during which the caps and emblems will be blessed, will be conducted by Frs. Joseph Maguire, S.J., Frank Alagna, M.M., and Gene Delmore, S.J. Gail McGuill, Mary Burke and Bernadette Hilson will be the readers during the service.

DR. DAVID BOISSEAU will be the speaker while Dr. Eileen Ridgeway, Dean of the School of Nursing, will lead the class in the Nurses' Pledge. Ms. Rosario DeGracia, assistant professor of Nursing, will assist in the presentation of caps and emblems.

Refreshments will be served at the reception following the ceremony.

Judy Lewellen heads the committee planning the event. Subcommittee heads are Linda Dunn, refreshments; Mary Burke, speaker; Gail McGuill,

publicity; Jennifer Genez, program; Collette Ohrman, stage management; and Sister Marilee Murphy, prayer service.

ALL STUDENTS and faculty are invited to attend the ceremony.

### official notice

Students enrolled for the telecourse on alcoholism, Psy. 490, should report to Fr. James Royce's office, LA 119, to pick up a course schedule if they have not already done so.

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|   | Sun.<br>Jan. 9 | Mon.<br>Jan. 10 | Tues.<br>Jan. 11 | Wed.<br>Jan. 12 | Thurs.<br>Jan. 13 | Sun.<br>Jan. 16 | Mon.<br>Jan. 17 | Tues.<br>Jan. 18 | Wed.<br>Jan. 19 |
|---|----------------|-----------------|------------------|-----------------|-------------------|-----------------|-----------------|------------------|-----------------|
| SEATTLE—DOWNTOWN<br>2619 - 2nd Avenue             |                |                 | 8 pm             |                 |                   |                 |                 |                  | 8 pm            |
| SEATTLE—U. DISTRICT<br>U. Tower Hotel—Regents Rm. | 3 pm           | 4&8 pm          |                  | 4&8 pm          | 4&8 pm            | 3 pm            |                 |                  |                 |
| SOUTH SEATTLE<br>Hyatt House Hotel                |                |                 |                  |                 | 8 pm              |                 |                 |                  |                 |
| BELLEVUE<br>Thunderbird Motel                     |                |                 |                  |                 |                   |                 | 8 pm            | 8 pm             |                 |
| BELLINGHAM<br>Y.M.C.A.                            |                |                 |                  |                 |                   |                 |                 | 8 pm             | 8 pm            |
| EVERETT<br>Y.M.C.A.                               |                |                 |                  |                 |                   |                 |                 | 8 pm             | 8 pm            |
| OLYMPIA<br>Thurston County Y.M.C.A.               |                |                 |                  | 8 pm            | 8 pm              |                 |                 |                  |                 |
| TACOMA<br>Bowlero Lakewood Rest.                  | 3 pm           | 8 pm            | 8 pm             |                 |                   |                 |                 |                  |                 |

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